





TEN QUESTIONS TO ASK WHEN CREATING A VISUALIZATION

The 10 Questions

1. **Who** | Who is your audience? How expert will they be about the subject and/or display conventions?
2. **Explore-Explain** | Is your goal to explore, document, or explain your data or ideas, or a combination of these?
3. **Categories** | Do you want to show or explore pre-existing, known, human-interpretable, categories?
4. **Patterns** | Do you want to identify new, previously unknown or undefined patterns?
5. **Predictions & Uncertainty** | Are you making a comparison between data and/or predictions? Is representing uncertainty a concern?
6. **Dimensions** | What is the intrinsic number of dimensions (not necessarily spatial) in your data, and how many do you want to show at once?
7. **Abstraction & Accuracy** | Do you need to show all the data, or is summary or abstraction OK?
8. **Context & Scale** | Can you, and do you want to, put the data into a standard frame of reference, coordinate system, or show scale(s)?
9. **Metadata** | Do you need to display or link to non-quantitative metadata? (including captions, labels, etc.)
10. **Display Modes** | What display modes might be used in experiencing your display?



Now, visit the [10QViz conversation](#)! There's so much more to talk about.



Curious about the **origins** of 10QViz? Try the [About](#) page.

Want to learn **how best to use** and **participate** in 10QViz? Try the [How to](#) page.

Want to read about the **scholarship** behind 10QViz.org's questions? [Write](#) to ask for a draft of our research paper, Coltekin & Goodman 2019.